

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () WILSON FOR NM SENAT
Product Order
Estimate# 821827
Buyer Lindsay Hanlen
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E WLSN/ORDR/821827
Flight Dates 08/21/2012 - 08/27/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
11		TMZ	08/22-08/22	1	\$200.00	:30	1	W	530P-6P	1	\$200.00
Rating: 0.9											
12		TMZ	08/23-08/23	1	\$200.00	:30	1	TH	530P-6P	1	\$200.00
Rating: 0.9											
13		TMZ	08/24-08/24	1	\$200.00	:30	1	F	530P-6P	1	\$200.00
Rating: 0.9											
14		TMZ	08/27-08/27	1	\$200.00	:30	1	M	530P-6P	1	\$200.00
Rating: 0.9											
15		BONES	08/24-08/24	1	\$500.00	:30	1	F	7P-8P	1	\$500.00
Rating: 2.1											
16		NEWS9P	08/26-08/26	1	\$900.00	:30	1	SU	9P-930P	1	\$900.00
Rating: 5.6											

---REPORT TOTALS---

Report Totals: 21 / \$6,625.00

---SALES MONTHLY TOTALS---

Aug 12: 18 / \$6,125.00 Sep 12: 3 / \$500.00

Sales Totals: 21 / \$6,625.00

Station Totals: 21 / \$6,625.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$220,833	CABL 0%	KASA 3%	KASY 1%	KLUZ 0%	KOAT 35%
		KOB 23%	KRQE 37%	KWBQ 1%		

Printed: 08/20/2012 10:09 AM

Last Received: 08/20/2012 8:57 AM

Showing Buylines: All Lines

Traffic Order#

Ver# 1 Status New

Rep Order# 6843859

EC'd Yes

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---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Spot Manager: All, 08/21/12-08/27/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Wilson For NM Senate
Agency: Smart Media Group

Line: 1

Time Period: 930p-10p

199821 06843859 821827

08/25/12

:30 P4

Order

\$325.00

\$325.00

Line: 2

Time Period: 6p-7p

199821 06843859 821827

08/25/12

:30 P3

Order

\$200.00

\$200.00

\$200.00

Line: 3

Time Period: 4p-5p

199821 06843859 821827

08/21/12

:30 P2

4:21:26 PM Order

HW0612TV

\$150.00

\$150.00

\$300.00

\$300.00

Line: 4

Time Period: 4p-5p

199821 06843859 821827

08/22/12

:30 P2

4:45:03 PM Order

HW0612TV

\$150.00

\$150.00

\$300.00

\$300.00

Line: 5

Time Period: 4p-5p

199821 06843859 821827

08/23/12

:30 P2

4:14:26 PM Order

HW0612TV

\$150.00

\$150.00

\$300.00

\$300.00

Line: 6

Time Period: 4p-5p

199821 06843859 821827

08/24/12

:30 P2

4:46:18 PM Order

HW0612TV

\$150.00

\$150.00

\$300.00

\$300.00

Line: 7

Time Period: 4p-5p

199821 06843859 821827

08/27/12

:30 P2

4:13:41 PM Order

HW0612TV

\$150.00

\$150.00

\$300.00

\$300.00

Line: 8

Time Period: 7p-9p

199821 06843859 821827

08/22/12

:30 P3

7:47:50 PM Order

HW0612TV

\$2,000.00

\$2,000.00

\$2,000.00

Line: 9

Time Period: (2:00:00 PM-5:00:00 PM)

199821 06843859 821827

08/25/12

:30 P2

Order

\$200.00

\$200.00

\$200.00

Line: 10

Time Period: 530p-6p

199821 06843859 821827

08/21/12

:30 P2

5:53:56 PM Order

HW0612TV

\$200.00

\$200.00

[Sorted by: Line]

Spot Manager: All, 08/21/12-08/27/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA
Advertiser: POL/Wilson For NM Senate
Agency: Smart Media Group

Line: 10

Line: 11

Time Period: 530p-6p
199821 06843859 821827 08/22/12 :30 P4 5:51:24 PM Order HW0612TV \$200.00

Line: 12

Time Period: 530p-6p
199821 06843859 821827 08/23/12 :30 P4 5:43:56 PM Order \$200.00

Line: 13

Time Period: 530p-6p
199821 06843859 821827 08/24/12 :30 P4 5:51:18 PM Order \$200.00

Line: 14

Time Period: 530p-6p
199821 06843859 821827 08/27/12 :30 P4 5:58:55 PM Order \$200.00

Line: 15

Time Period: 7p-8p
199821 06843859 821827 08/24/12 :30 P3 7:31:20 PM Order \$500.00

Line: 16

Time Period: 9p-930p
199821 06843859 821827 08/26/12 :30 P3 9:09:00 PM Order \$900.00

Line: 17

Time Period: 9p-930p
199821 06843859 821827 08/26/12 :30 P3 9:09:00 PM Order \$900.00

Line: 18

Time Period: 9p-930p
199821 06843859 821827 08/26/12 :30 P3 9:09:00 PM Order \$900.00

Line: 19

Time Period: 9p-930p
199821 06843859 821827 08/26/12 :30 P3 9:09:00 PM Order \$900.00

Line: 20

Time Period: 9p-930p
199821 06843859 821827 08/26/12 :30 P3 9:09:00 PM Order \$900.00

Line: 21

Time Period: 9p-930p
199821 06843859 821827 08/26/12 :30 P3 9:09:00 PM Order \$900.00

Line: 22

Time Period: 9p-930p
199821 06843859 821827 08/26/12 :30 P3 9:09:00 PM Order \$900.00

Line: 23

Time Period: 9p-930p
199821 06843859 821827 08/26/12 :30 P3 9:09:00 PM Order \$900.00

Line: 24

Time Period: 9p-930p
199821 06843859 821827 08/26/12 :30 P3 9:09:00 PM Order \$900.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE ☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Smart Media Group,

being/on behalf of: Heather Wilson, a legally

qualified candidate of the Republican political

party for the office of: US Senate

in the General

election to be held on: 11/6/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

Total Charges:

CANDIDATE CERTIFICATION

In Order for Federal Candidates to Receive the Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Heather Wilson
 (name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does ☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Heather Wilson

printed name

7/31/12

date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Wilson for Senate

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mark Jarmie

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

Date 7/31/12 Signature [Signature]

To Be Signed By Station Representative

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature _____ Printed Name _____ Title _____